SUMMER OF THE ARTS
MARKETING & COMMUNICATIONS INTERN

Position Summary: The Marketing & Communications Intern will assist with the promotion of all festivals and events on multiple platforms including Facebook, Twitter, and Instagram. Must be able to capture the voice of the organization and maintain a consistent tone in all marketing materials. Summer of the Arts is a small arts nonprofit that produces 8 events per year. We want an individual that will creatively engage with the organization and promote it and its festivals to the community and potential donors while never losing sight of our mission to provide free, inclusive, all-ages programming to the Iowa City area. **Must be able to work in a fast-paced environment and manage multiple tasks and assignments at the same time. This intern must have strong communication skills.**

Hours: This in-person internship is 12 hours per week; festival weekends run 12-15 hours per day for all staff and interns. There will also be required staff/training meetings throughout the semester. Dates and times will be communicated when all interns submit their availability. Internships run January 23-July 15. **You must be available to work the following dates: June 2-4 and June 30-July 2 (festival weekends), and 3 Friday/Saturday evenings over the course of the summer to assist with weekly events.**

Compensation: This is an unpaid internship, but it may qualify for academic credit or the 0-credit transcript. We highly encourage students to take it for credit; please speak to your academic advisor about eligibility. While unpaid, there will be nonprofit workshops and networking opportunities offered throughout.

Essential Duties and Responsibilities

Social Media Marketing
- Work with Executive Director to develop a general social media plan for the year and each event
- Draft posts and curate photos for use on Facebook, Twitter, and Instagram
- Set up albums and create events on Facebook to promote festivals
- Research and review posts by other local/regional organizations and businesses to cross-promote

Communications
- Create general weekly and festival-specific newsletters in Constant Contact, up to three newsletters per week in May-July
- Develop performer, artist, and sponsor spotlights for newsletters
- Write festival news releases

Promotional Material Distribution
- Work with marketing committee to determine new/creative venues for promotion and to develop distribution plan for posters, schedule cards, etc.

Knowledge, Skills and Qualifications:
- Motivated self-starter with good time management and organizational skills; strong on follow-through
- Excellent verbal and written communication skills; an effective listener and team player
- Strong degree of integrity and high ethical approach to all aspects of assigned responsibilities
- Knowledge of a variety of social media platforms including Facebook, Twitter, and Instagram required
- Knowledge of standard software including Microsoft Office and Google suites
- Experience in event- or arts management, marketing, communications, or public relations preferred
- Experience in customer service, hospitality, or retail industries a plus

Outcomes
- Develop/strengthen industry-appropriate writing, communication, and technical skills
- Problem-solve individually and think on your feet in the office and at festivals
- Understand nonprofit structures, organizing principles, and community impact

Position reports to: Lisa Barnes, Executive Director and Andrea Truitt, Director of Engagement

Email: 1) cover letter, 2) resume, and 3) writing sample to: Andrea Truitt: andrea@summeroftheARTS.org